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L2: Entry 1 of 1

File: USPT

May 27, 2003

US-PAT-NO: [6571279](#)

DOCUMENT-IDENTIFIER: US 6571279 B1

TITLE: Location enhanced information delivery system

DATE-ISSUED: May 27, 2003

## INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Herz; Fredrick	Warrington	PA		
Smith; Jonathan M.	Princeton	NJ		
Parkes; David C.	Philadelphia	PA		

## ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
Pinpoint Incorporated		TX			02

APPL-NO: 09/314321 [\[PALM\]](#)

DATE FILED: May 19, 1999

## PARENT-CASE:

CROSS-REFERENCE TO RELATED APPLICATIONS This application is a continuation-in-part of U.S. patent application Ser. No. 09/024,278 filed Feb. 17, 1998, titled "Broadcast Data Distribution System with Asymmetric Uplink/Downlink Bandwidths" and is a continuation of U.S. patent application Ser. No. 08/985,731 filed Dec. 9, 1998, titled "System for Customized Electronic Identification of Desirable Objects" now U.S. Pat. No. 6,029,195.

INT-CL-ISSUED: [07] [G06 F 15/16](#)

US-CL-ISSUED: 709/217; 709/219, 709/203, 707/10

US-CL-CURRENT: [709/217](#); [707/10](#), [709/203](#), [709/219](#)

FIELD-OF-CLASSIFICATION-SEARCH: 709/246, 709/203, 709/201, 709/217, 709/224, 709/226, 709/229, 709/202, 709/219, 709/225, 707/10

See application file for complete search history.

## PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

[Search Selected](#)[Search ALL](#)[Clear](#)

PAT-NO

ISSUE-DATE

PATENTEE-NAME

US-CL

<input type="checkbox"/> <u>4853678</u>	August 1989	Bishop, Jr. et al.	340/573
<input type="checkbox"/> <u>5613209</u>	March 1997	Peterson et al.	455/518
<input type="checkbox"/> <u>5642484</u>	June 1997	Harrison, III et al.	395/214
<input type="checkbox"/> <u>5754938</u>	May 1998	Herz et al.	705/74
<input type="checkbox"/> <u>5754939</u>	May 1998	Herz et al.	455/3.04
<input type="checkbox"/> <u>5855008</u>	December 1998	Goldhaber et al.	705/14
<input type="checkbox"/> <u>6014090</u>	January 2000	Rosen et al.	340/905
<input type="checkbox"/> <u>6047327</u>	April 2000	Tso et al.	709/232
<input type="checkbox"/> <u>6052064</u>	April 2000	Budnik et al.	340/7.24
<input type="checkbox"/> <u>6154745</u>	November 2000	Kari et al.	707/100
<input type="checkbox"/> <u>6381465</u>	April 2002	Chern et al.	455/466
<input type="checkbox"/> <u>6456852</u>	September 2002	Bar et al.	455/456

## FOREIGN PATENT DOCUMENTS

FOREIGN-PAT-NO	PUBN-DATE	COUNTRY	CLASS
0700226	March 1996	EP	
WO 94/11967	May 1994	WO	
WO 97/41654	November 1997	WO	
WO 99/30273	June 1999	WO	
WO 00/04730	January 2000	WO	

## OTHER PUBLICATIONS

International Search Report for PCT Application No. PCT/US00/13858 dated Feb. 14, 2001.

ART-UNIT: 2142

PRIMARY-EXAMINER: Geckil; Mehmet B.

ATTY-AGENT-FIRM: Hunn; Melvin A.

## ABSTRACT:

The Location Enhanced Information Deliver System Architecture (LEIA) customizes the information that is displayed to an information recipient based on optimizing a match between information purveyors, such as advertisers, and the information recipients who are local to an information delivery system. The present location enhanced information delivery system presents the information most suited to the real current audience, as measured by location information systems, rather than to a static predicted audience. While the preferred embodiment discloses a beaconing-style wireless technology, the system concept is easily extensible both to other location-information systems, such as license-plate scanning with cameras, and to utilizing the location-information for private displays of information in addition to public displays of information.

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L1: Entry 1 of 5

File: EPAB

Apr 14, 2004

PUB-NO: EP001408692A1

DOCUMENT-IDENTIFIER: EP 1408692 A1

TITLE: Broadcast data distribution system with asymmetric uplink/downlink bandwidths

PUBN-DATE: April 14, 2004

## INVENTOR-INFORMATION:

NAME

COUNTRY

HERZ, FREDERICK S M

US

SMITH, JONATHAN M

US

WACHOB, DAVID

US

## ASSIGNEE-INFORMATION:

NAME

COUNTRY

PINPOINT INC

US

APPL-NO: EP04000507

APPL-DATE: February 17, 1998

PRIORITY-DATA: EP98906560A (February 17, 1998), US03735497P (February 21, 1997)

INT-CL (IPC): H04 N 7/173; H04 N 5/445[Previous Doc](#)[Next Doc](#)[Go to Doc#](#)

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L1: Entry 5 of 5

File: EPAB

Jun 6, 1996

PUB-NO: WO009617467A2

DOCUMENT-IDENTIFIER: WO 9617467 A2

TITLE: SYSTEM AND METHOD FOR SCHEDULING BROADCAST OF AND ACCESS TO VIDEO PROGRAMS  
AND OTHER DATA USING CUSTOMER PROFILES

PUBN-DATE: June 6, 1996

## INVENTOR-INFORMATION:

NAME	COUNTRY
<u>HERZ, FREDERICK</u>	US
UNGAR, LYLE	US
ZHANG, JIAN	US
WACHOB, DAVID	US
SALGANICOFF, MARCOS	US

## ASSIGNEE-INFORMATION:

NAME	COUNTRY
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ZHANG JIAN	US
WACHOB DAVID	US
SALGANICOFF MARCOS	US

APPL-NO: US09515429

APPL-DATE: November 29, 1995

PRIORITY-DATA: US34642594A (November 29, 1994)

INT-CL (IPC): H04 N 0/

EUR-CL (EPC): H04N027/173

## ABSTRACT:

A system and method for scheduling the receipt of desired movies and other forms of data from a network which simultaneously distributes many sources of such data to many customers, as in a cable television system. Customer profiles are developed for the recipient describing how important certain characteristics of the broadcast video program, movie or other data are to each customer. From these profiles, an "agreement matrix" (908) is calculated by comparing the recipient's profiles to the actual profiles of the characteristics of the available video programs, movies, or other data. The agreement matrix (908) thus characterizes the attractiveness of each video program, movie, or other data to each prospective customer. "Virtual" channels are generated from the agreement matrix (908) to produce a series of video or data programming which will provide the greatest satisfaction to each customer. Feedback paths (1020, 1024) are also provided so that the customer's profiles

and/or the profiles of the video programs or other data may be modified to reflect actual usage, and so that the data downloaded to the customer's set top terminal (620) may be minimized. Kiosks (figure 11) are also developed which assist customers in the selection of videos, music, books, and the like in accordance with the customer's objective profiles.

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